

N. Miles Cook, III of Rochester Motorsports, Inc. Named SBA's "NH 2004 Small Business Person of the Year"

N. Miles Cook, III, founder and president of Rochester Motorsports, Inc., a four year old multi-line, franchised motorcycle, ATV, snowmobile, watercraft and power equipment dealership located in Rochester, has been named by the U.S. Small Business Administration (SBA) its NH "2004 Small Business Person of the Year."

Cook opened his doors on May 1st, 1999. This day was the culmination of a lifetime passion for personal motor craft and many years of research, planning, design and implementation. He selected a location on busy Route 11 in Rochester and approached the four largest manufacturers of these vehicles and got all four to sign on. He now operates one of the largest motor sports dealerships in the state of NH. Cook was assisted in this venture by SBA financing through the SBA 504 loan program. Community Bank & Trust Company and Granite State Economic Development Corp. combined efforts to help Cook obtain the financing he needed to construct his facility.

"When you meet Miles you are immediately engaged by his enthusiasm, energy and his commitment to his business," said William K. Phillips, NH's SBA director. "The SBA is exceedingly proud to recognize Miles with this award and we are pleased to have been able to assist him with the 504 loan project. He is a most deserving young businessman and we wish him continued success."

Cook will be honored by the SBA along with all other state winners at the national awards ceremony in Orlando, Florida May 19 – 21. This year the ceremony will be included in "SBA Expo '04: Celebrating National Small Business Week." The three-day event will include an exhibitor's hall, business matchmaking, presentation of procurement awards and many other celebratory events. For further information on the Expo visit the website at: www.sba.gov/50/exhibit04.

When asked for a quote, Cook replied, "Everything is business." It appears there is more meaning to be derived from this quote and its author. Miles is overwhelmed by the honor and is very grateful to be recognized for his accomplishments. Miles is also appreciative of the love and support he receives from his parents, family and friends.

Cook began his career selling motor sports equipment while attending college. He was promoted to sales manager in 1996 and more than doubled profitability for the dealership in less than a year. The manufacturers' representatives were quite surprised to learn that the remarkable increase was attributed to the new 24-year old sales manager. Cook earned himself a reputation for being a top salesman and solid management material. This

reputation would prove useful to him when he decided to start his own dealership.

Cook's business philosophy mirrors that of one of America's most successful entrepreneur's, Sam Walton, founder of Wal-Mart. Miles has a quote from Walton posted on his door, "There is only one boss: the Customer. And he can fire everyone in the company from the chairman on down, simply by spending his money somewhere else." Cook makes certain that each employee is cognizant of the quote and the philosophy behind it.

In addition to his successful dealership, Cook is also involved with several other organizations. He co-pioneered the annual "United We Stand-Together We Ride" Motorcycle Charity Ride raising funds to benefit Cystic Fibrosis research. He is a major contributor to the annual Lend-a-Helping-Can Radiothon that raises money to feed the homeless in New England. Annually, Rochester Motor sports supplies personal watercraft to the fire departments in Tuftonboro, Raymond and Wakefield for their use in water rescues. The company also generously donates to numerous ATV, watercraft and snowmobile clubs across southeastern New Hampshire.

Cook was nominated for this award by Kathleen Worthington, Vice President, Community Bank & Trust Company, in Wolfeboro. "As with all success stories, none come easily without determination, focus and the willingness to work hard," said Worthington. "Miles Cook and Rochester Motorsports have managed to maintain this success with a level of excellence in performance and customer service." SBA and Worthington agree that Cook is very deserving of this award.

Cook resides in Dover and is recently engaged. For more information on Rochester Motorsports, visit their website at: www.rocheestersms.com, and be sure to turn the volume up.

He will be honored at a June 3rd "Salute to Small Business" luncheon at C. R. Sparks in Bedford hosted by the NH Small Business Development Center (SBDC) and featuring SBA award winners. For tickets or more information, call the SBDC at 862-2200.

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